


Andrew Rousey

For **Your** Consideration



A LITTLE ABOUT ME

I have been working in the visual communication field since 1996. I started working with a print shop creating small design projects and electronic prepress while attending Northern Illinois University and studying graphic design and photography. After graduating I began working with design and advertising agencies in Rockford, Crystal Lake and Chicago, IL until leaving the agency world and breaking out on my own as a contractor, consultant and freelancer in 2006. I have since been working with small clients, agencies and anyone that I can help with their communication needs, but can't afford an agency's fees.

Aside from design, I am also a fairly accomplished photographer. I work on small budget commercial jobs, and am an avid landscape and street photographer. You can view some of my work at www.rouseyphotography.com.

I am constantly learning in this field, and it is one of the things that keeps me motivated. You never know what someone is going to ask for next! Always striving to find and achieve the best solutions possible to solve design issues, I energetically tackle all projects with hope and promise to fulfill the clients needs to the best of my abilities. I use each project as a learning opportunity...I ask hard questions, I dig as deep as I can to find the answers, and I always work as hard as I can to make even the most complex problems become their own simple and effective solutions.

Having recently relocated to the Bay Area I am now searching for new opportunities, whatever they may be. An opportunity to reinvent my career, myself and my work. I am looking forward to meeting other artists and designers in the area and finding out what the Bay Area has to offer that will let me stretch, grow and excel. Hopefully along the way I'll help some people out, make some new friends and bring a new perspective to my work!

On the pages that follow you will find a smattering of the work that I have done both for my own clients as well as for agencies in my past. It is my sincerest hope that you will see something to your liking, and that you might contact me with hopes for future collaboration. Thank you -- Andrew

As a graphic designer and art director with over 18 years of experience, I have worked with a wide variety of companies including Caterpillar, Motorola, Tech Lighting, Lowe's, Home Depot other smaller to mid-size entities. I have extensive experience with print design and production including identity programs, marketing collateral, packaging and trade show graphics, and photo retouching and I am well versed and comfortable working with existing design standards. Along with print experience, I also have a background in developing web graphics, e-mail blasts and web ads as well as a strong knowledge of HTML and CSS.

Currently I work as an independent contractor and freelance designer, commercial and fine art photographer, consulting and working on various projects with small business owners, ad agencies and marketing firms to develop projects with time and budget sensitive needs.

Experience

AR avisuastudio Morrison, Colorado

5/06 to present
Owner/Independent Contractor

- Create, plan and execute projects including advertising, promotional plans and marketing strategies, corporate identity, display/exhibit design and multimedia.
- Creative direction of photo shoots and freelancers.
- Photography, photo retouching and editing.
- Maintain client relationships through regular meetings to ensure project/client goals are being met in a timely manor and on budget.

Clients: Northern Illinois Orthopaedics, Woodstock Fine Arts Association, GFX International, Rodger Bechtold Paintings, TMC Integrated Marketing

TMC Integrated Marketing Crystal Lake, Illinois

1/13 to 6/14
Contract Designer

- On-site creative covering for employee turnover.
- Create, plan and execute projects including corporate identity and collateral, print and electronic advertising, event graphics and programs, email marketing and multimedia.
- Mentoring of new hires.
- Photography, photo retouching and editing.
- Ensure client and project goals are being met on time and on budget.

Clients: Motorola, Home State Bank, BASF, AkzoNobel, Cummins Allison

M2C Marketing and Design Chicago, Illinois

12/04 to 5/06
Art Director

- Create, plan and execute projects including advertising, catalogs, corporate identity and collateral, display/exhibit design and multimedia.
- Creative direction of photo shoots and freelancers.
- Photography, photo retouching and editing.
- Maintain client relationships through regular meetings to ensure project/client goals are being met in a timely manor and on budget.

Clients: Tech Lighting, M.B. Real Estate, Lowe's, Chicago Art Institute

The Media Center Crystal Lake, Illinois

7/03 to 12/04
Art Director

Clients: Motorola, Noveon, Home State Bank

Heinzeroth Marketing Group Rockford, Illinois

11/00 to 7/03
Art Director

Clients: Amerock, Warner Electric, Raynor Garage Doors, Rath Tubing

Cain & Company Rockford, Illinois

6/98 to 11/00
Art Director

Clients: Caterpillar, Caterpillar Racing, Barbera Coleman

Kwik Kopy Printers Crystal Lake, Illinois

6/96 to 5/98
Graphic Designer/Electronic Prepress

Education

Northern Illinois University

Bachelor of Fine Arts - Visual Communication

Eastern Illinois University

Speech Communication

McHenry County College

Associate of Science

Technology

Adobe CS
Adobe Lightroom
QuarkXPress
Mac and PC
Canon EOS and Pentax Digital Camera Systems
HTML, CSS, Wordpress, Mail Chimp

Organizations/Activities

AIGA Chicago Chapter
Veterans of Foreign Wars, Post 5040
Golden Key National Honors Society

Awards/Recognitions

2nd place Gazebo Art Festival - 2009 (Photography)
Best in Show Algonquin Art on the Fox - 2010 (Photography)
2nd place Algonquin Art on the Fox - 2011 (Photography)
Greater Rockford Area Ad Council Certificate of Excellence
National Defense Service Medal
Air Force Longevity Service Award Ribbon
Southwest Asia Service Medal with Bronze Star

Military

United States Air Force and Air Force Reserves 1987-1994
Honorable Discharge
Aerospace Ground Equipment Technician

When Not Working

Hanging with my wife, step-son and dogs
Running, Cycling and Mountain Biking, Golf
Landscape Photography



Caterpillar, Inc. C - Series Engine Brochure

Collateral

This 8 page saddle stitch brochure was the first in a new series and was used to set the new look for Caterpillars Dealer Brochures. Working with Cats corporate standards and relying mostly on Cats corporate colors a bold strong look was used to compliment the tough and heavy duty trucks that Cat is known for.



Inside cover/right flap



Full 3 page inside spread



Tennessee Public Safety Statewide Communications Network

Collateral

Tri-fold piece used to bring awareness to the population of Tennessee, a state in which emergency communication is often hindered by geography as well as socio-economics, of the need for a state of the art communication system that would be used to facilitate emergency services to those in need at times of natural disaster and state and local emergencies.



Bohler-Uddeholm Corporate Brochure/Folder

Bohler-Uddeholm

Bohler-Uddeholm was in need of a new corporate brochure for their sales people to use help to showcase and discuss their capabilities as a high performance steel manufacturer. They needed a leave behind brochure that discussed in brief how they worked with individual markets and how they adapt to the needs of their clients in the different market arenas.

2006 NEW PRODUCT

From Niko to Sydney, there is excitement about the latest from Tech Lighting. Presenting our 2006 New Products.

Through attention to detail, innovative design and quality craftsmanship, we are able to offer timeless designs that will make a striking impression on the places where you live or work. Once again, these values are evident in this new offering.

In addition to 12 new pendant designs, we are pleased to provide 2 new architectural heads, and 4 new accessories.

Tech Lighting – your source for the very best in architectural lighting systems. For the complete Tech Lighting product offering, consult our extensive full line catalog or visit techlighting.com.

This catalog also features computer number grids for ease of ordering. For example, here is the grid for a Niko pendant:

700	chrome	NIKO	chrome	chrome	chrome
70	chrome	00	chrome	00	chrome
700	chrome	00	chrome	00	chrome

The default parts of the number are in color and bold. Select from the choices below each option field to build the complete computer number.

Tech Lighting reserves the right to discontinue or to change the technical or design specifications of its products at any time without notice. Copyright © 2006 Tech Lighting, LLC. All rights reserved.

NEW PRODUCT OFFERING

Pendants - Low Voltage

CHROMIUM 4, CRYSTAL BRASS 4, FINE 5, FINE 5, METEOR 6, MINI ECHO 6, MINI EDGE 7

MINI GUSTON 7, MINI LUSTRE 8, NIKO 8, SCAND 9, SUGAR 9, SYDNEY 10

Heads - Low Voltage

HEAD 10, HEAD 10

Accessories

CHROMIUM 11, CHROMIUM 11, CONE GLASS 11, SUGAR 11

PENDANTS - LOW VOLTAGE

METEOR

Dome shaped glass shade. Now available in richly layered, brilliant color including new designs. 50-watt halogen bi-pin lamp and six feet of fully-adjustable suspension cable.

700	chrome	ME	chrome	chrome	chrome
70	chrome	00	chrome	00	chrome
700	chrome	00	chrome	00	chrome

PENDANTS - LOW VOLTAGE

MINI EDGE

Hand etched glass shade provides a rich textured look. Includes low-voltage, 50-watt halogen bi-pin lamp and six feet of fully-adjustable suspension cable.

700	chrome	EDGEPM	chrome	chrome	chrome
70	chrome	00	chrome	00	chrome
700	chrome	00	chrome	00	chrome

PENDANTS - LOW VOLTAGE

MINI ECHO

Translucent cylinder over a white cone glass cylinder, highlighted with three metal bands. Now available in chrome color. Includes low-voltage, 50-watt halogen bi-pin lamp and six feet of fully-adjustable suspension cable.

700	chrome	ECF	chrome	chrome	chrome
70	chrome	00	chrome	00	chrome
700	chrome	00	chrome	00	chrome

PENDANTS - LOW VOLTAGE

MINI GUSTON

A smaller version of the Guston shade, the Mini Guston is hand pulled, richly layered in brilliant color, with machined top or glass ball detail. Now available in Silver Pear Amber color. Handmade enough to also serve as a wall sconce. Includes low-voltage, 50-watt halogen bi-pin lamp and six feet of fully-adjustable suspension cable.

700	chrome	MOV	chrome	chrome	chrome
70	chrome	00	chrome	00	chrome
700	chrome	00	chrome	00	chrome

Tech Lighting New Products Brochure

Collateral

Tech Lighting new products 12 page brochure from 2006. Along with new products this particular brochure also was a part of the roll out of Tech's new identity.



Tech Lighting 2thousand degrees Embarcadero Collection

Collateral

In a departure from their high end “track lighting” systems, 2thousand degrees, a brand of Tech Lighting, introduced a high end series of hanging and table lamps. This was the introductory brochure for the showroom sales force.

Creating solutions for beautiful, healthy hair and skin



AkzoNobel is a commercialization partner for leading consumer personal care companies around the globe. We are more than testers, test tubes and laboratories - we are the science behind beauty. We are an innovation-driven organization that helps create solutions for beautiful, healthy hair and skin.

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Partnering with some of the world's leading consumer products companies, AkzoNobel combines industry leading technology platforms based on bio and synthetic polymers and surfactants with broad ranging services to deliver solutions across a spectrum of the product commercialization process.

The markets and applications we serve

Because of the limited applicability of polymer and surfactant technology, Aqualabel serves virtually the entire range of market segments within the personal care industry. We have a technology and service capability development focus on three major segments within personal care: hair care, skin care and sun care.

Hair care

Akzo Nobel offers leading polymer technology for hair styling applications, primarily through our film forming technology. Our products have been at the forefront in the segment for nearly 40 years. Today, we have technology and service support for the development of a broad range of hair styling products. Our ingredients are also featured in a range of non-styling hair care products, with an emphasis on conditioning.

Hair styling applications		
Aerated hair sprays	Polishes	Other hair care applications
Conditioners	Perms	Conditioners
Hair gels	Personal care lines	Deodorants
Lotions	Permanents	2 to 1 shampoos
Mousses	Relaxers	Hair dyes
Non-aerated and astringent sprays	Cost reduction	

Skin care

Auchterlomas has a long history in the skin care segment, particularly in the areas of film formation, aesthetic modification and rheology technology. In recent years, Auchterlomas has enhanced both our ingredient portfolio and our technical service and formulation capabilities for skin care. New ingredients include technology for moisture retention and long lasting performance of skin care products, as well conditioning and novel delivery systems.

Skin care applications	
WTOEC	Lotions
Faith & science products	Moderators
Creams	

Supernovae

While technically a part of our skin care activities, Avocado has a great deal of technology and expertise aimed at improving the performance and consumer experience of our care products. Our firm forming technology platform has allowed us to innovate in the area of enhancing the water and oil resistance of our skin formulations – a critical performance area for this category. We have developed new technology for understanding and measuring the property. We have also used our technology to improve the aesthetic feel of our skin care formulations.

Run some applications
Run graphics
Only use SPV programs
Execute run-time programs

Skin Care Products

[illegible]

* This product has not been tested for use in Europe and/or elsewhere with patients under the age of 18 years.

[illegible]

With a vast array of chemicals in their stables, it is a must to have an understandable and easily read piece for AkzoNobel to give to it's sales force to help them sell their products. Piece includes product formulations as well as easily recognizable markers for eco friendly products..



Identity

Tech Lighting

Logo redesign for well established designer lighting company

Reproduction Resources

Logo for a small company that manufactures and distributes animal husbandry products

Truthought

Mark for group that provides counseling and support for at risk youth and adults

niortho

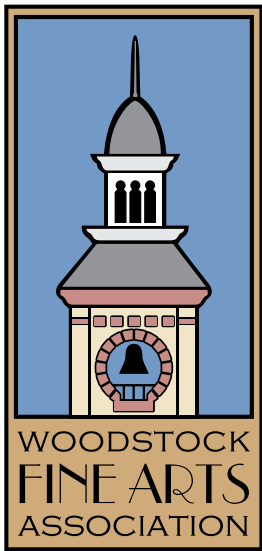
identity for for 3 physician partnership that accompanied a new web site in effort to inject life into aging business.

Nicolosi & Associates

Identity for a law practice with over 20 lawyers practicing several different disciplines of law

Fox Eye Inspections

identity for start-up independent home inspection company



Identity

Woodstock Fine Arts Association
Logo design for not-for-profit, volunteer organization devoted to promoting the arts and the Woodstock Opera House

Ticomix
Identity for a start-up computer technology company specializing in networking technologies

HMD Homes
Home rehabilitation group identity

Green RF
Identity for start-up technology firm with emphasis on environmentally friendly radio technology

Cinderella's Ball
Logo for the Rockford Dance Company production Cinderella the ballet

Silvercog.net
Logo/icon for t-shirt design



HMD Homes - Stationery

Collateral

Home rehabilitation group identity and collateral. A start-up group that rehabilitates and resells homes needed an identity and collateral that stood out from the normal realtors and contracts in their area!



 **PropphyBrite™**
AIR POLISHER

Premium Cleaning with a **Soft Touch**

Don't let the airy comfort fool you. The **Bosworth PropphyBrite™ Air Polisher** is powerfully effective for cleaning and preparing teeth for a wide range of procedures.

PropphyBrite delivers a flavored sodium bicarbonate and water slurry that gently and easily removes plaque and stains, yet is far gentler on tooth enamel than highly abrasive traditional prophylaxis paste. And with features not found on other polishers, **PropphyBrite** is an investment that pays for itself in convenience, time saved and patient approval.

- Cleans and polishes teeth, temporaries and dentures
- Price effective
- Portable – quickly moved from one lab area to another
- No moving parts, rotates 360°, easily cleaned
- Air/water connectivity to existing line – no separate line needed
- Easily reaches all areas of the mouth with minimum user fatigue
- Propphy powder* available in six delicious flavors – Strawberry, Raspberry, Lemon-Lime, Orange, Grape, Spearmint



For more details and ordering information, visit www.Bosworth.com and let **Bosworth's PropphyBrite** do the hard work with a soft touch!

*Also compatible with most air polishing units

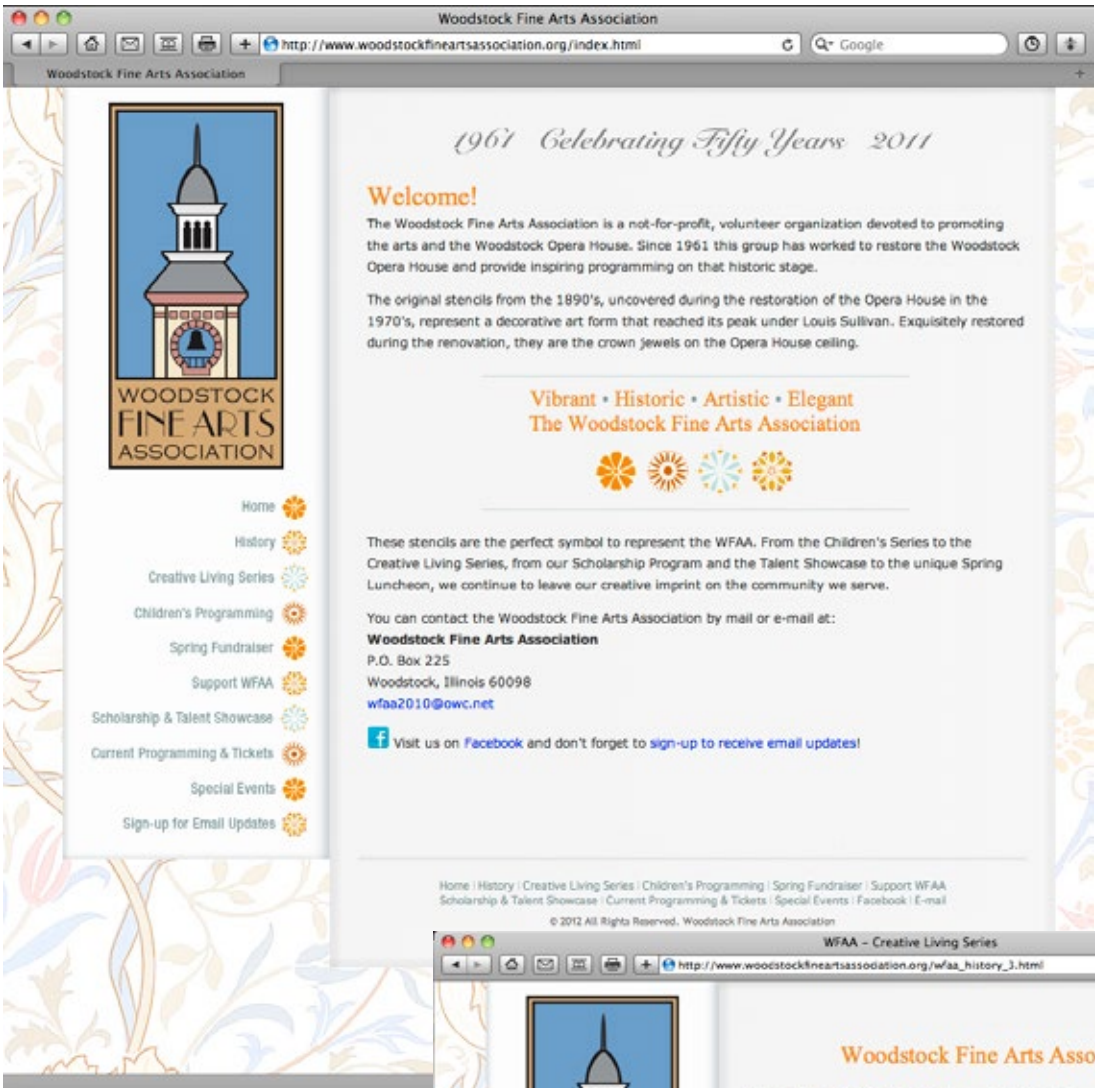
 **Bosworth Company**
1-800-323-4352 • www.Bosworth.com • hjbinfo@bosworth.com



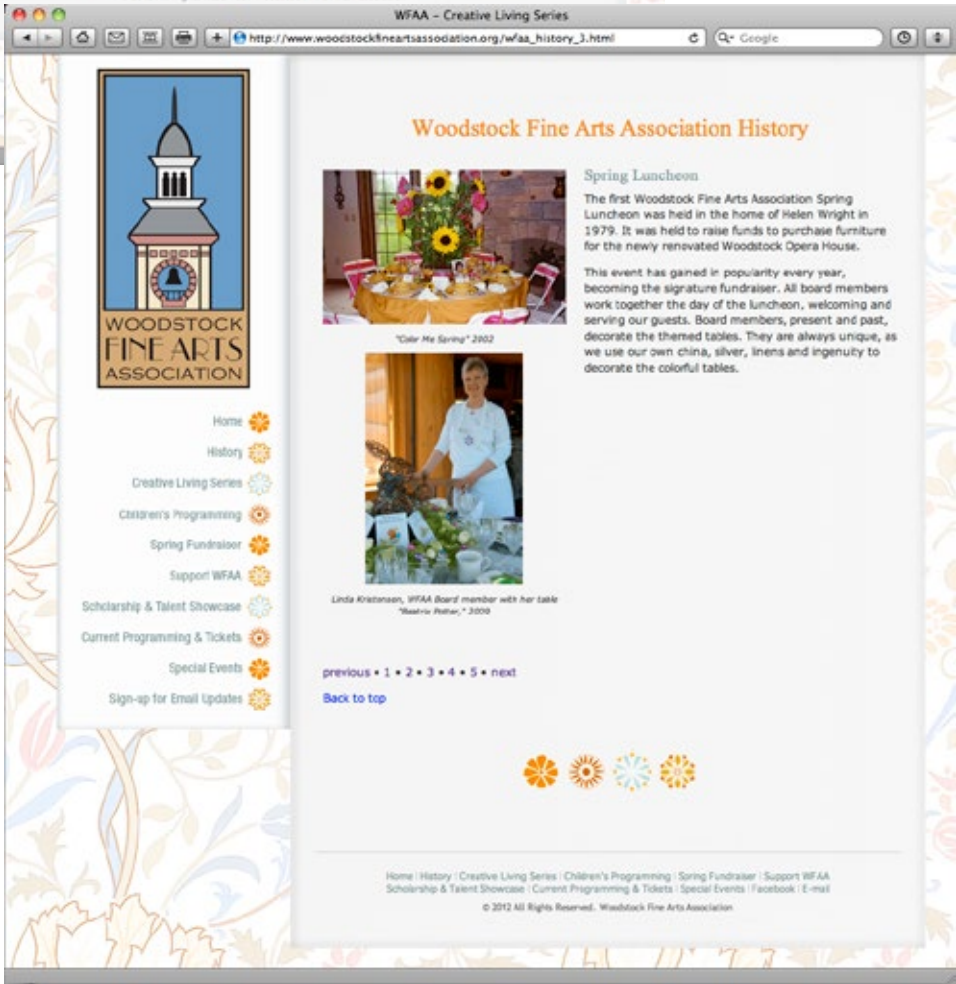
Bosworth Company New Product Image Ad

Advertisement

Having introduced the PropphyBrite Air Polisher in 2012 and simply relying on company reputation among the dental industry to push sales, the product was floundering. In January of 2013 the Bosworth Company called to develop an image ad that would reintroduce the polisher to the industry in order to boost sales.



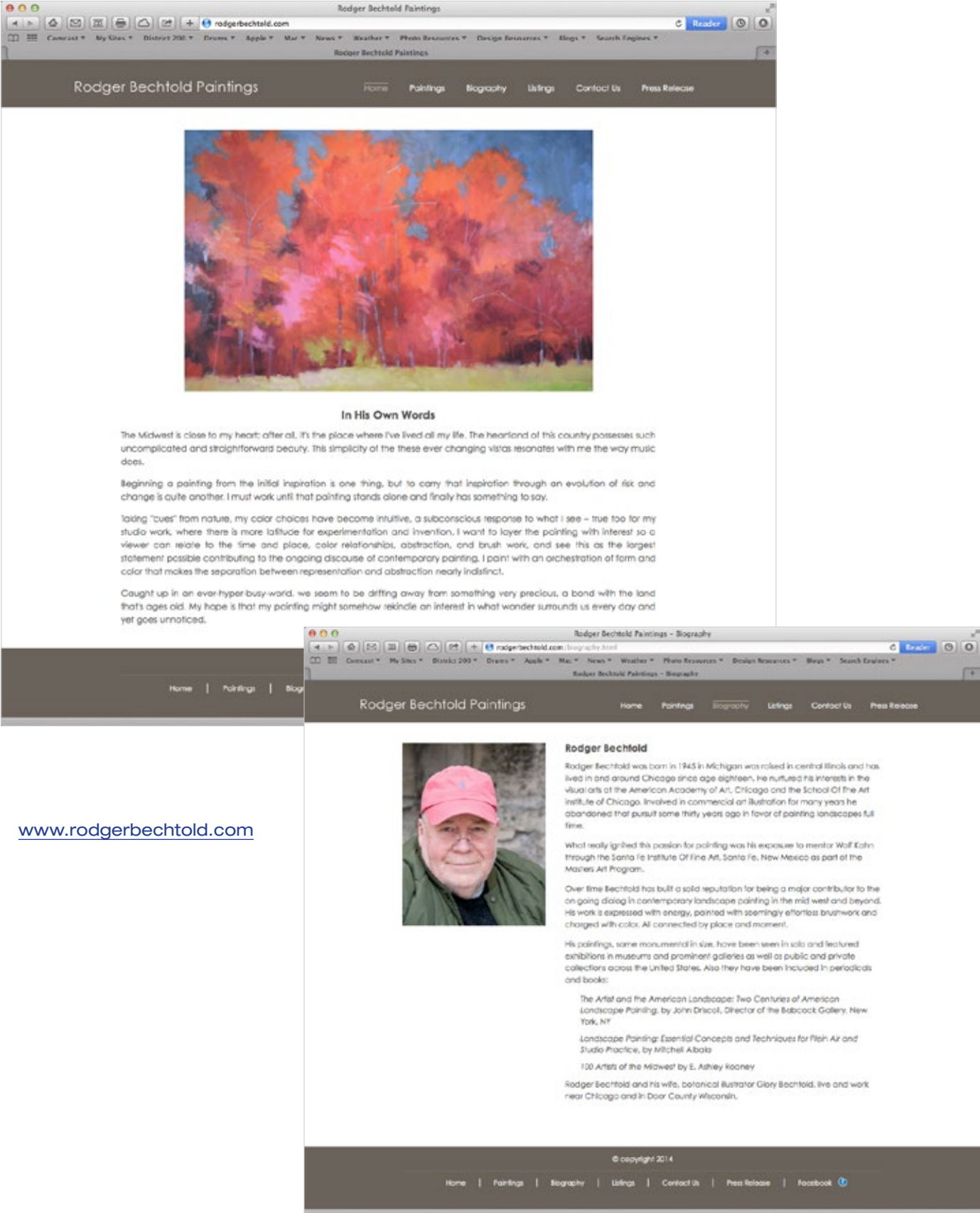
www.woodstockfinearts.org



Woodstock Fine Arts Association

Web

Website for a not-for-profit, volunteer organization devoted to promoting the arts and the Woodstock Opera House. Since 1961 this group has worked to restore the Woodstock Opera House and provide inspiring programming on that historic stage. The site was new for the group and is used to announce upcoming programs, scholarship and community events. The new website was designed along with a new logo to promote the groups activities.



www.rodgerbechtold.com

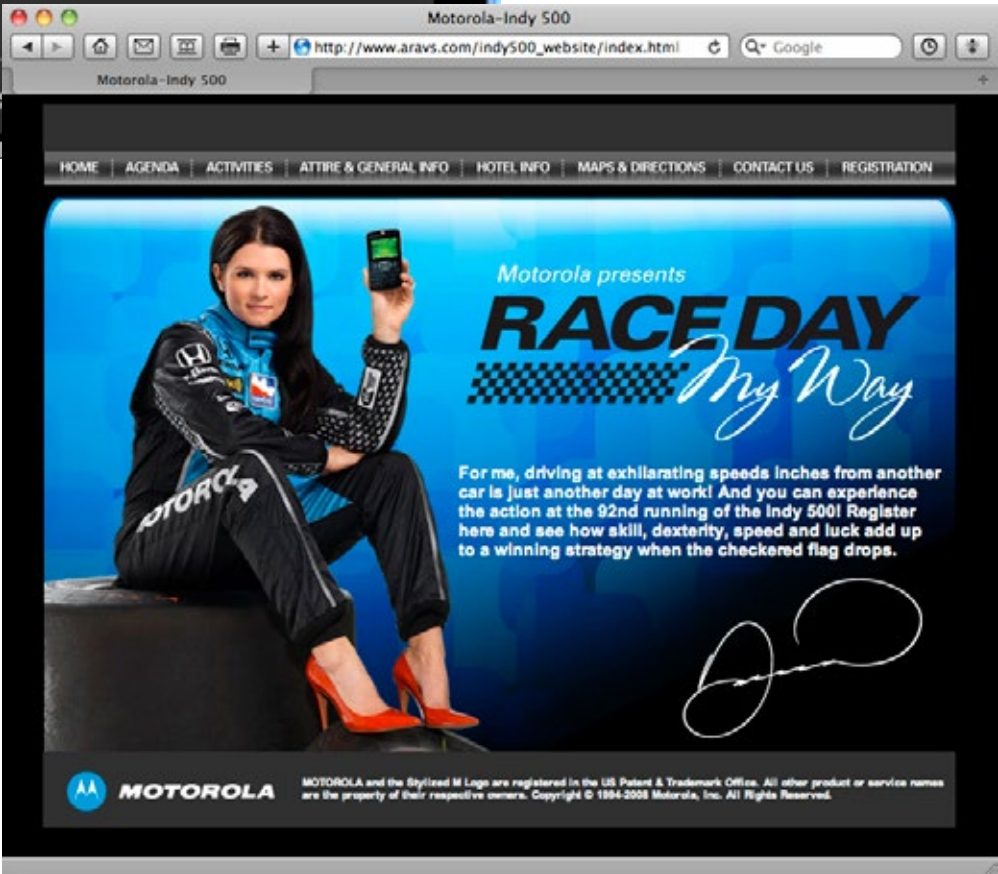
Rodger Bechtold Rodger Bechtold Paintings Website

Web

Rodger Bechtold is painter and artist from the midwest specializing in Plein Air Painting. Rodger was in dire need to upgrade his old site to a much more efficient site for the updates that Rodger required. Also, necessarily, a site that would show case his work with larger images and simpler navigation strategy than the site he had before.



[View Microsite](#)



Motorola Indy 500 Race Day Event Microsite

Web

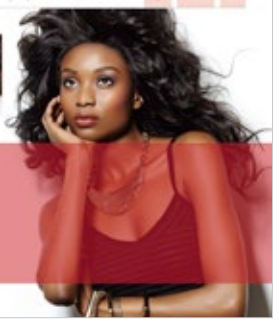
Microsite for Motorola used as an introduction and invitation to the Motorola sponsored Indy 500 Raceday event. The event is used to engage clientele in a weekend of entertaining events leading up to the big race, and as a way to promote Motorola products and reward it's largest and most loyal customers.

Best-In-Class UV Filters

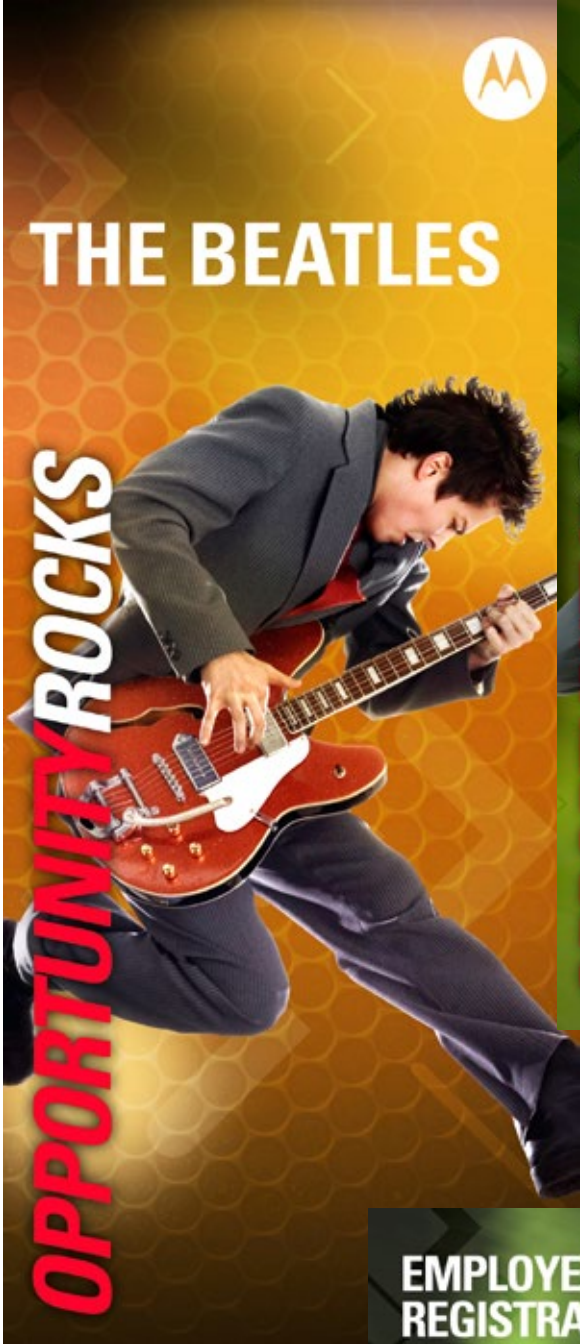
Product	INCI	USAN	Remarks
Tinosorb® M	MIBT Methylene Bis-Benzotriazyl Tetramethylbutylphenol (50% active ingredient in aqueous dispersion)	Bisocetrolol	<ul style="list-style-type: none"> Unique photo-stable broad-spectrum UV-filter for the water phase after emulsification High contribution to UVA and UVB protection Synergy effect with all soluble UV filters due to triple action
Tinosorb® S	SEMT Bis-Ethylhexyloxyphenyl Methoxyphenyl Triazine		<ul style="list-style-type: none"> Most efficient of soluble broad-spectrum UV filter Excellent photo-stability for long lasting protection High contribution to UVA and UVB protection Outstanding stabilizer for photo-unstable UV filters
Tinosorb® S Aqua	SEMT Bis-Ethylhexyloxyphenyl Methoxyphenyl Triazine (and) Poly(methyl Methacrylate (and) Sodium Laurylsulfate (and) Aminoethyl Propanol	Bancotrinol	<ul style="list-style-type: none"> Tinosorb® S Aqua: water-dispersible form of Tinosorb® S for more formulation flexibility
Tinosorb® AvS	TSPF Tri-n-phenyl triazine (and) (30% active in aqueous dispersion)		<ul style="list-style-type: none"> UVB and UVA II filter Application in all market segments Boosting effect in UVA I range
Uvinur® A Plus	DH-B Diethylamino Hydroxybenzoyl Hexyl Benzoate		<ul style="list-style-type: none"> Most efficient photo-stable UVA filter Photo-stable for reliable and long-lasting protection Excellent formulation flexibility and solubility
Uvinur® T 150	EH-T Ethylhexyl Triazone	Octyltriazone	<ul style="list-style-type: none"> Highest photo-stable absorption of all available UVB filters High efficiency at low concentration Odorless, colorless, suitable for perfume-free formulations
Uvinur® MC 80	EH-MC Ethylhexyl Methoxycinnamate	Octinoxate	<ul style="list-style-type: none"> Excellent solvent for other crystalline UV filters UVB filter with high cosmetic elegance Odorless, suitable for perfume-free formulations
Uvinur® N 500 T	OCR Octocrylene	Octocrylene	<ul style="list-style-type: none"> Photo-stable UVB filter with good solvent properties Efficient stabilizer for photo-unstable UV filters Provides UVB absorbance for balanced UV protection
Z-COTE®			<ul style="list-style-type: none"> Inorganic broad-spectrum UV absorption Synergistic with organic UV filters Emitses elegant and gentle formulations Highly Photo-stable
Z-COTE® LSA-UC	Zinc Oxide		
Z-COTE® HP1		Zinc Oxide	
Z-COTE® LSA	Zinc Oxide (and) Triethoxycaprylsilane		<ul style="list-style-type: none"> Z-Cote and Z-Cote LSA-UC are uncured Z-Cote and Z-Cote HP1 are nano sized particles Z-Cote LSA particles measure > 100 nm



Product	MSRP	Availability									
		USA	Canada	UK	France	Germany	Italy	Spain	Japan	China	India
iPhone 11	Starts at \$699										
iPhone 11 Pro	Starts at \$999										
iPhone 11 Pro Max	Starts at \$1,099										
Apple Watch SE	Starts at \$279										
Apple Watch Series 5	Starts at \$399										
Apple TV 4K	Starts at \$179										
HomePod mini	Starts at \$99										
MacBook Air	Starts at \$999										
MacBook Pro	Starts at \$1,299										
iPad Air	Starts at \$329										
iPad Pro	Starts at \$599										
Apple Pencil	Starts at \$99										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										
Apple Arcade	Starts at \$4.99/month										
Apple Books	Starts at \$9.99/month										
Apple TV+	Starts at \$4.99/month										
Apple Music	Starts at \$9.99/month										
Apple News+	Starts at \$9.99/month										

[illegible]

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3 foot by 7 foot venue banners



22 inch by 28 inch
registration signage



Motorola Channel Partners Expo Graphics

Event Graphics

Series of large format graphics used as directional and venue signs for national sales conference for Motorola and their business partners and customers. The signs were designed in conjunction with the look of the graphics used for the microsite and invitational materials as well.



Amerock Special Order Rolling Display

3 Dimensional

This is a rolling display that can be moved between different kitchen displays within the store. The display house Amerock Premium Cabinet Hardware and also contains the order information for special order hardware.



Amerock Ensembles Door Hardware

Packaging

New decorative and functional door hardware being sold as upgrade hardware from the standard contractor hardware that is often used in new home construction. The packaging intentionally used a softer more female color palette in the hopes of attracting the eye of the female heads of households that Amerock's marketing research showed often made hardware choices on aesthetic as much as functionality.



Amerock Homeworks CD/DVD Storage Packaging

Packaging

Amerock and it's parent company Newell Rubbermaid are bringing this family of products to the market and wanted a look that would compare and be better than the standard packaging in this industry.

Thank **You** For **Your** Time


Andrew Rousey

Art Director

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